

Arizona State Parks Board

May 11, 2011



Director Current Event

H.1.

Homolovi State Park
Grand Re-Opening
March 18, 2011



Director – Current Event

State Historic Preservation Office – Arizona Archaeology Month & Exposition – March 26-27



Director – Current Event

Arizona State Parks Volunteer Venture: April 2, 2011

Volunteer
Of The Year
“Mitzi
Rinehart”

14 people
recognized



Director – Current Event

Fort Verde State Historic Park History of the Soldier – April 8-10, 2011



Director – Current Event

Catalina State Park

29th Annual Solar Potluck – April 16, 2011

Star Night - April 23, 2011



Director – Current Event

Dead Horse Ranch State Park

Mountain

Bike Basics

April 2011

Classes



Director – Current Event

Fool Hollow Lake Recreational Area Wildland Fire Refresher Training – April 15-16



Director – Current Event

Lake Havasu State Park

- Spring Break
- Boat Show
- Desert Storm



Director – Current Event

Dead Horse Ranch State Park
Verde Valley Birding Festival April 28-May 1



Director – Current Event

Dead Horse Ranch State Park

Logan Reye, Boy Scout Eagle Project (ADA Parking)



Director - Current Event

Red Rock
State Park
Bluegrass
Festival
May 7, 2011

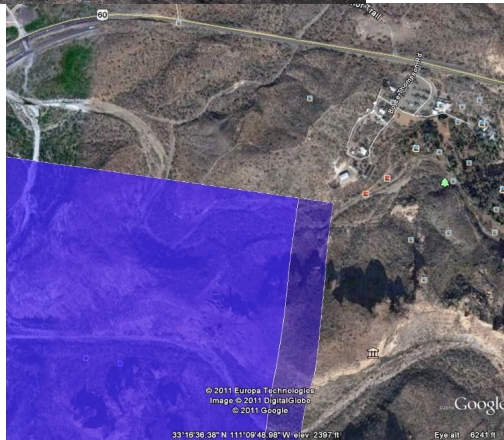


Director – Current Event

Boyce Thompson Arboretum State Park Picket Fire



MAP OF
FIRE
ACTIVITY



Director – Current Event



Director – Current Event

Strategic Plan on
Talent Award

Third Quarter

“Randy Miller”

IT Manager



Director – Current Event

Slide Rock
State Park

Planting
Pear Trees

Funds
donated by
Odwalla



Director - Current Event

Cattail Cove State
Park wins RV West
National Reader's
Choice Award

Favorite Snowbird
RV Park or
Campground –
Arizona



Bronze Award

Campers enjoying outdoor
interpretive programs at
Cattail Cove

Director – Upcoming Events

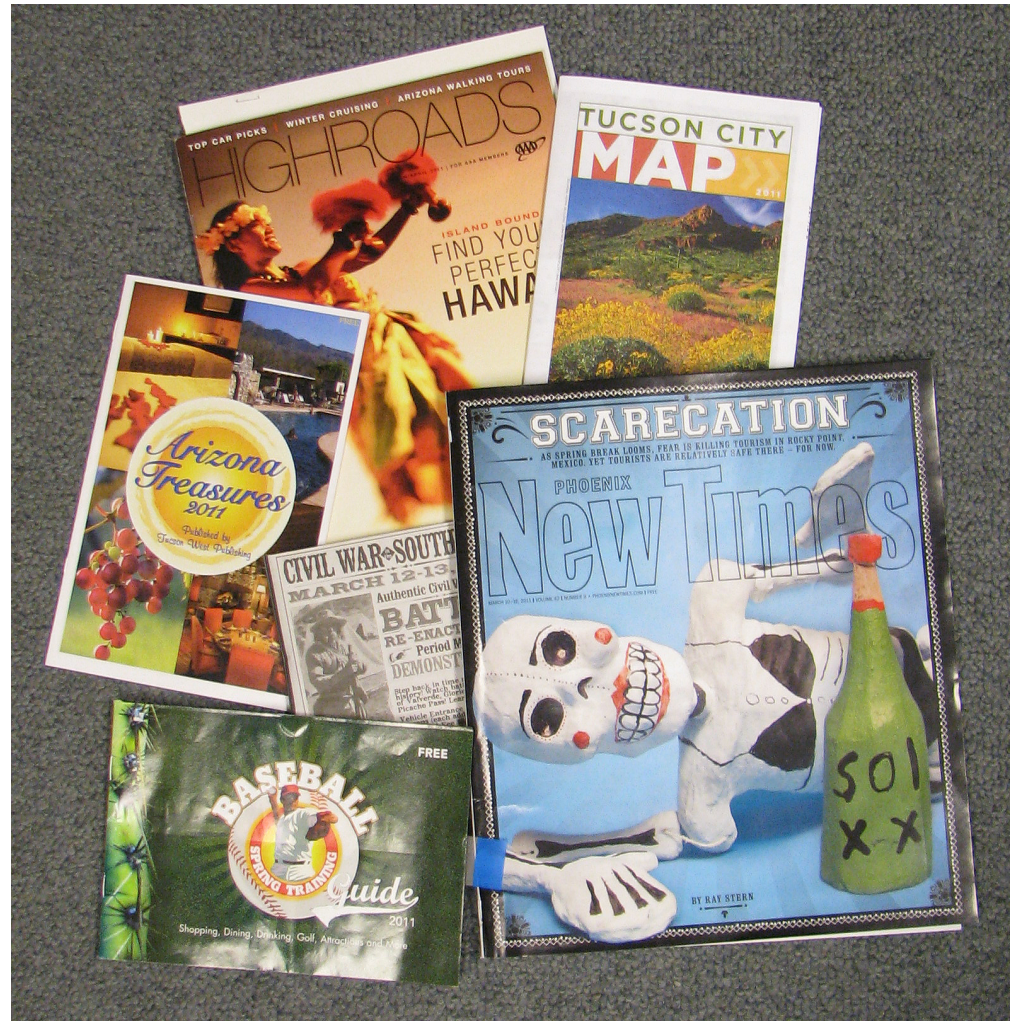
May 14	AZ Highways Travel Show
May 14-15	Homolovi-AZ Archaeology Society
May 15	Tubac Presidio Annual Celebration
May 16-17	Red Rock State Park – Moonlight hikes
May 21	Patagonia Lake State Park – Mariachi Festival
June 4	Boyce Thompson – Dragonfly Walks
June 4-5	Fool Hollow Lake Deuces Wild Triathlon
June 15-16	Red Rock State Park – Moonlight hikes
June 17	Lyman Lake State Park Re-Opens



Arizona State Parks

Marketing Update

May 2011



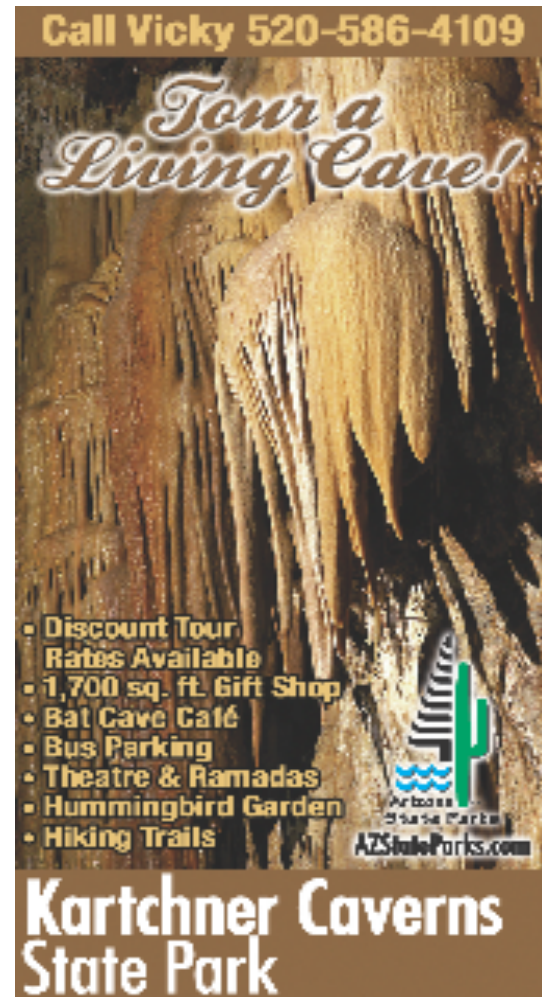
Marketing Parks

- Educate residents & visitors about open parks
- Promote new online cave tickets & camping reservations
- Announce park events
- Increase brand awareness & public support
- Distinguish ASP from other public lands
- Promote agency website
- Increase campaign tracking



Traditional Marketing Channels

- Print advertising
- Radio
- Internet
- Printed collateral
- Out-of-home advertising
- Outreach events
- Partnerships



Print Advertising

Newspapers

AZ Tourist News

AZ Republic

Phoenix New Times

Regional newspapers

Magazines

AAA Highroads

AAA Westways

RVWest

Sunset Magazine

Phoenix Magazine

2011 Official State Visitors Guide



Radio 




Hopi KUYI & KNAU to
promote Homolovi
State Park re-opening
(Flagstaff & Winslow)

KVOI, KCEE, KTUC,
KSZR to promote
Picacho Peak SP Civil
War event (Tucson)

Homolovi

State Park • Winslow, Arizona

Ancestral Hopi Villages



THE HOPI TRIBE
hopi-nsn.gov

Arizona State Parks
AZStateParks.com

SEAL OF THE WINDY HILLS
WinslowArizona.org

SEAL OF NAVAJO COUNTY
NavajoCountyAZ.gov



Gain insight into the cultural perspectives, lifestyle, language, celebrations, and history of the **Hopi Tribe!** Take an archaeological tour of pueblo ruins built by various prehistoric people, including ancestors of the Hopi people, between approximately 1260-1400 AD.

Homolovi State Park serves as a center of research for the late migration period of the Hopi. While archaeologists study the sites and confer with the Hopi to unravel the history of Homolovi, Arizona State Parks provides the opportunity for visitors to visit the sites and use park facilities including a Visitor Center and Museum, various trails and a campground. Covered picnic tables are located throughout the park and pullouts provide the opportunity to observe wildlife 4,000 acre park at an elevation of 4,900 feet.

This park is operated as a co-operative effort of many organizations — *Sumi'hangwa* or "All together."

Visit AZStateParks.com for more information.

CAMPING • HIKING • VISITOR CENTER



AZStateParks.com

Arizona State Parks
Phoenix, Arizona 85001
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Fax: 602-974-4675
Email: info@azstateparks.com
Website: AZStateParks.com
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Internet

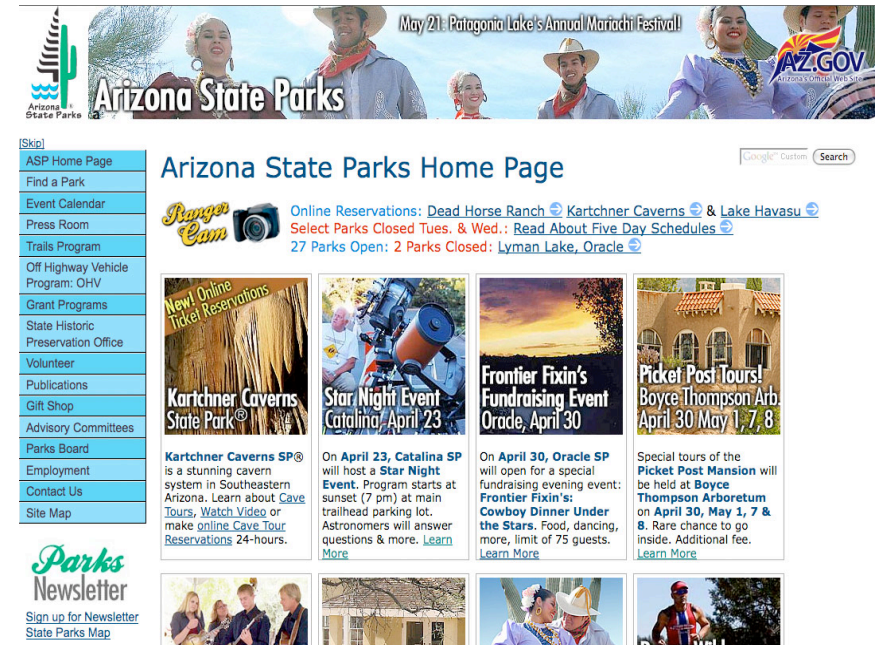
AZStateParks.com (average)
4,800 visits per day
5 pages per visitor
time on site 3:28 min.
6 mil. page views per year

Monthly Parks eNewsletter
Sent to 12,000 people with
31% open rate.

Advertising on other websites

Featured in other newsletters

Tracking promotions/coupons through Reservation System



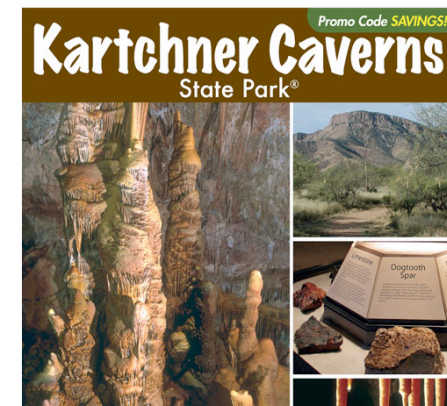
Printed Collateral

Kartchner Caverns
200,000 rack cards

Arizona State Parks Guide
Highlights entire agency

Park Map Handouts

Jr. Ranger Journals



Out-of-Home Advertising

Ten 4x6' posters at light rail stations in Phoenix



Photo Quest Light Rail Campaign



AOT FACEBOOK PAGE



Billboards – Funded by Friends Groups



Billboards - Funded by Friends Groups



Hopi Economic
Development Group



Arizona Archaeology Society

Outreach Events

Information booths
AAA Travel Show
Tres Rios Nature
Festival
Archaeology Expo
Game/Fish Outdoor
Expo

Generated 1,000 new
email subscribers
in 2 months



Partnerships

AZ Office of Tourism
newsletter

ACERT public lands map

Southern AZ Attractions

Alliance Promotions

AZ State Parks Foundation

Bashas' Grocery Stores.

May issue of Arizona Highways

“Save Our State Parks” campaign

Marketing provided resources



Emerging Marketing Channels



Social Media

GROUPON™

Cell Phone Text Message Marketing

Crowd Sourcing Coupons



Social Media

ASP Facebook page
5,300 fans

ASP Twitter account
3,400 followers;



Cell Phone Text Message Marketing

Developing a promotion with KTAR 620 Sports Radio to sponsor text messages to 20,000 subscribers

Targets subscribers to purchase Cave Tour tickets using Promotion Code



Crowd Sourcing Coupons

Exploring
GROUPON
Kartchner
Cave ticket
Promotion



Marketing Evaluation



Strengths

- New promotion/coupon tracking abilities
- Efficient, engaging website

Weaknesses

- Limited budget - especially on-going
- Reduced staff

Opportunities

- More partnerships
- Emerging social markets

Challenges

- Public perception that Parks are closed
- State Parks vs other Recreation Areas Positioning

Marketing Update

End



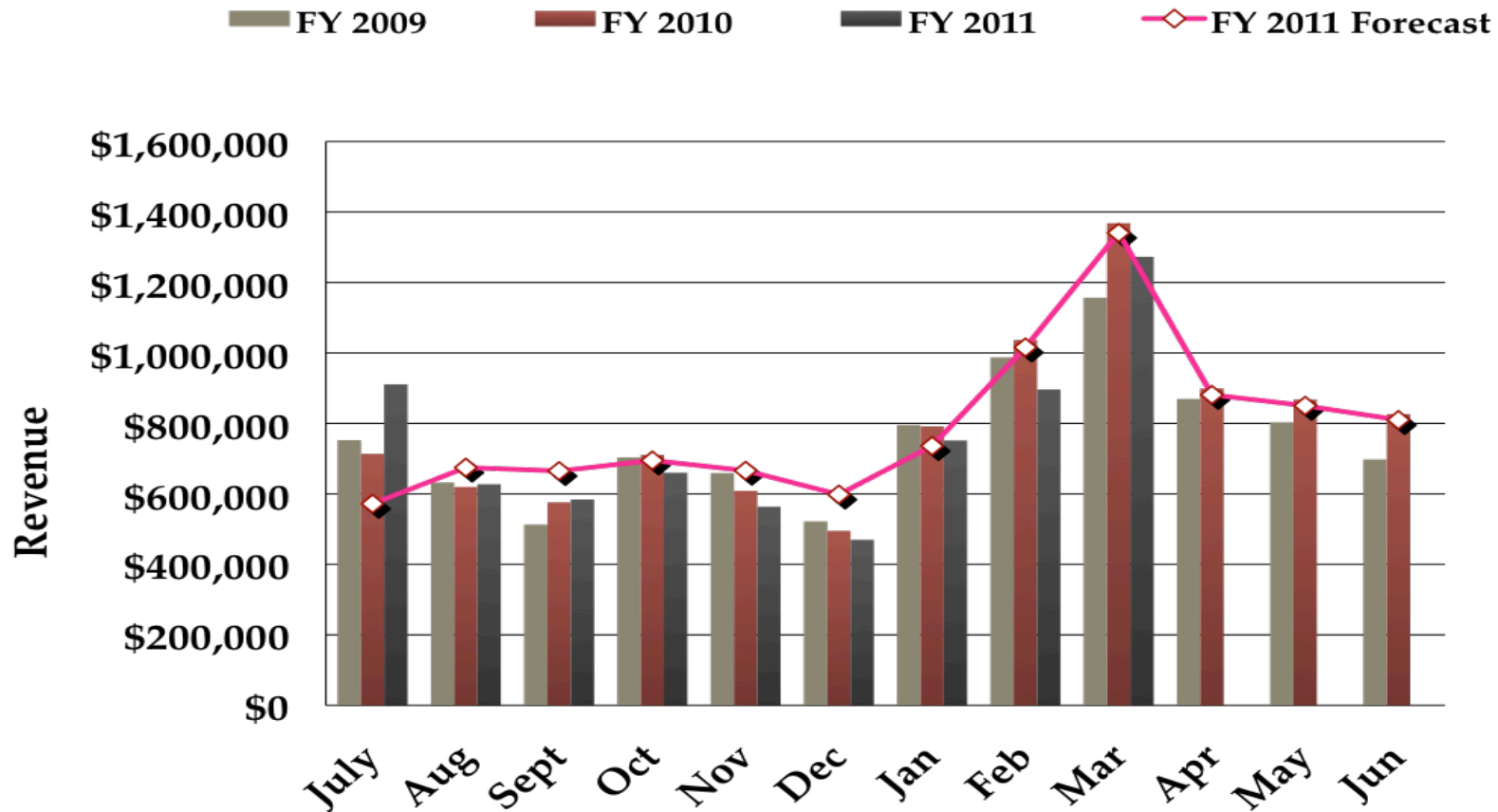
Revenue Forecast

I.1.

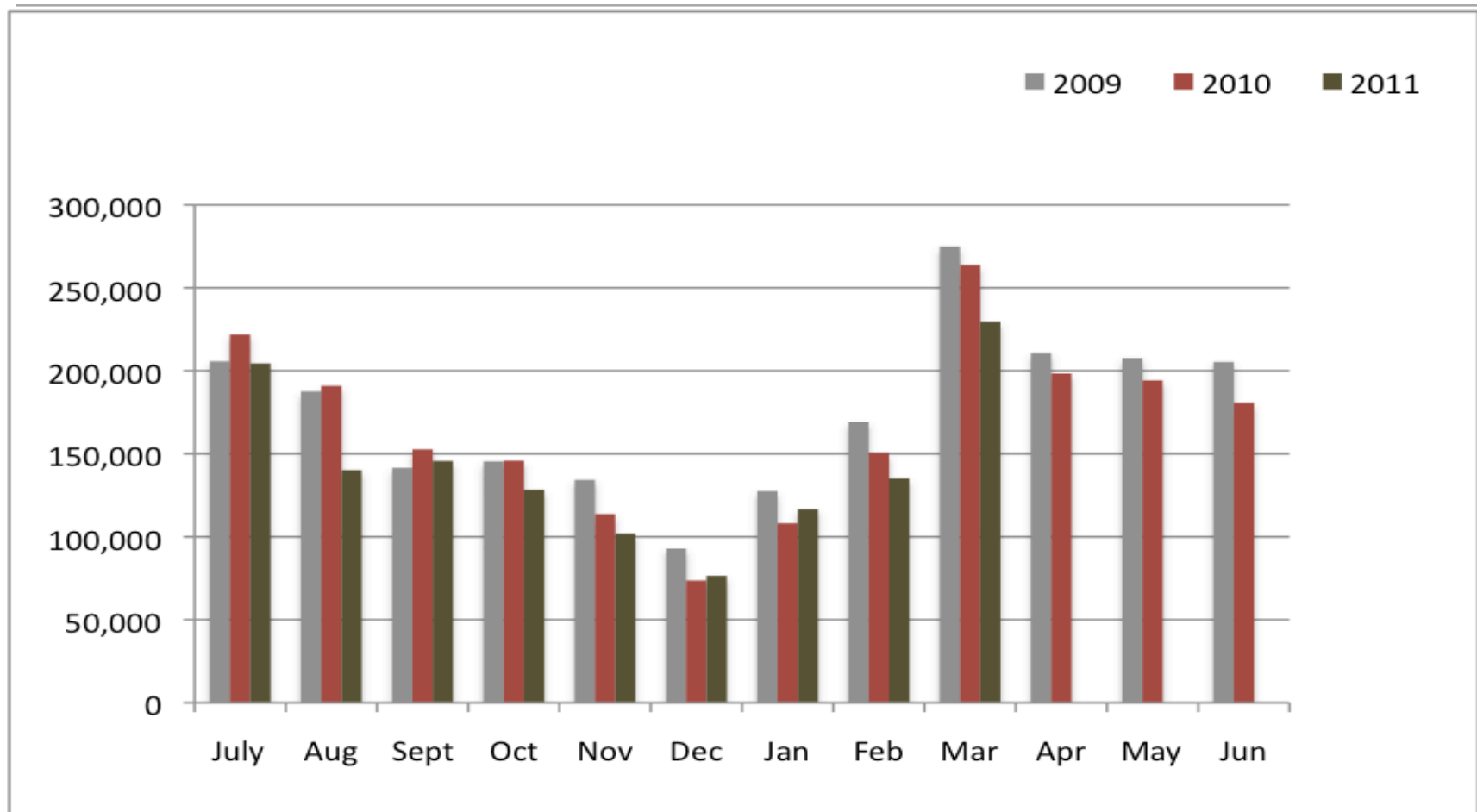
- 1) State Parks Enhancement Fund
- 2) State Parks Attendance
- 3) State Lake Improvement Fund
- 4) Law Enforcement Boating Safety Fund
- 5) Off-Highway Vehicle Recreation Fund
- 6) State Parks Interest Earnings

Enhancement Fund

FY 2009-FY 2011 *Revenue*

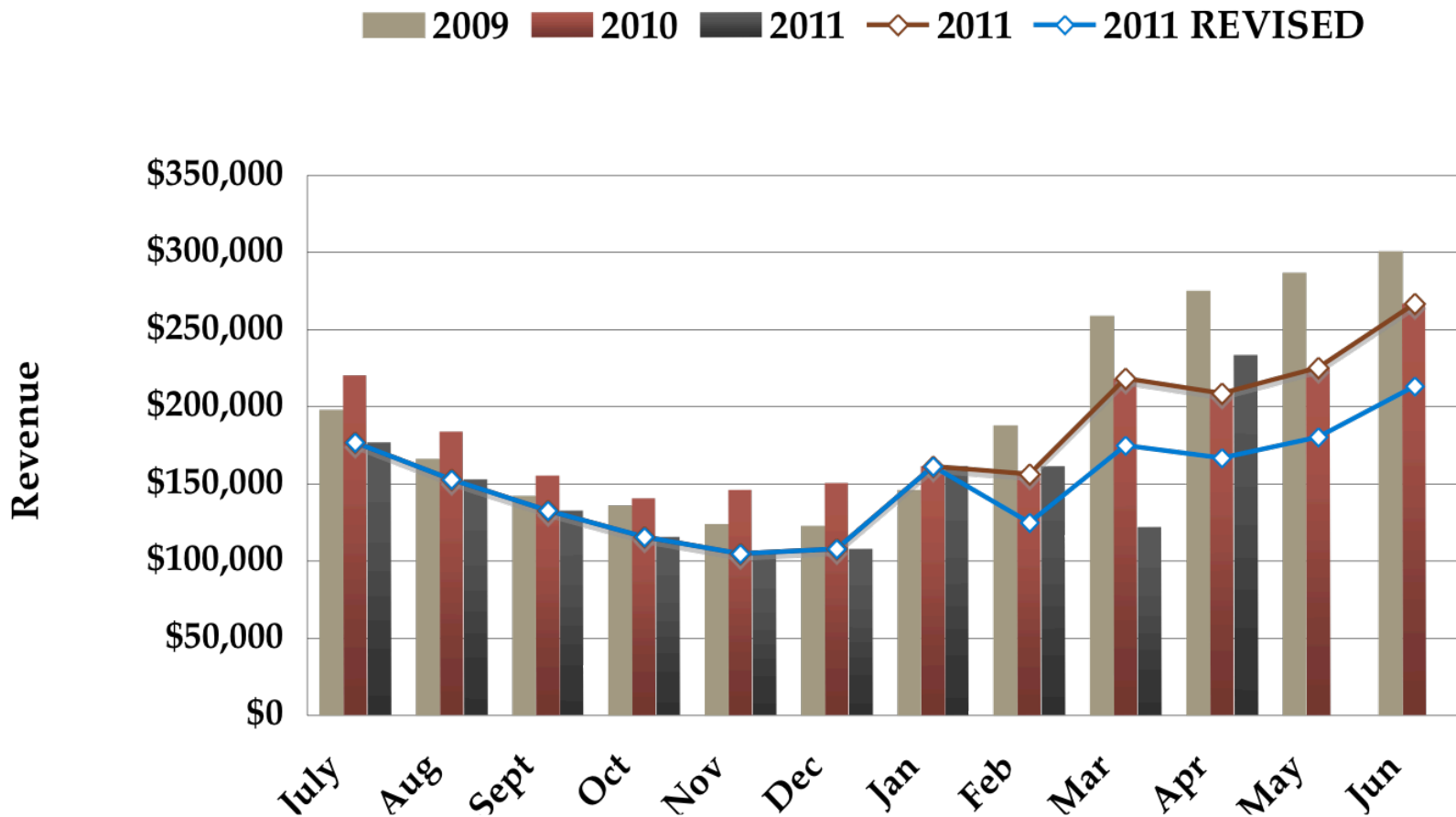


FY 2009-FY 2011 Park System Attendance

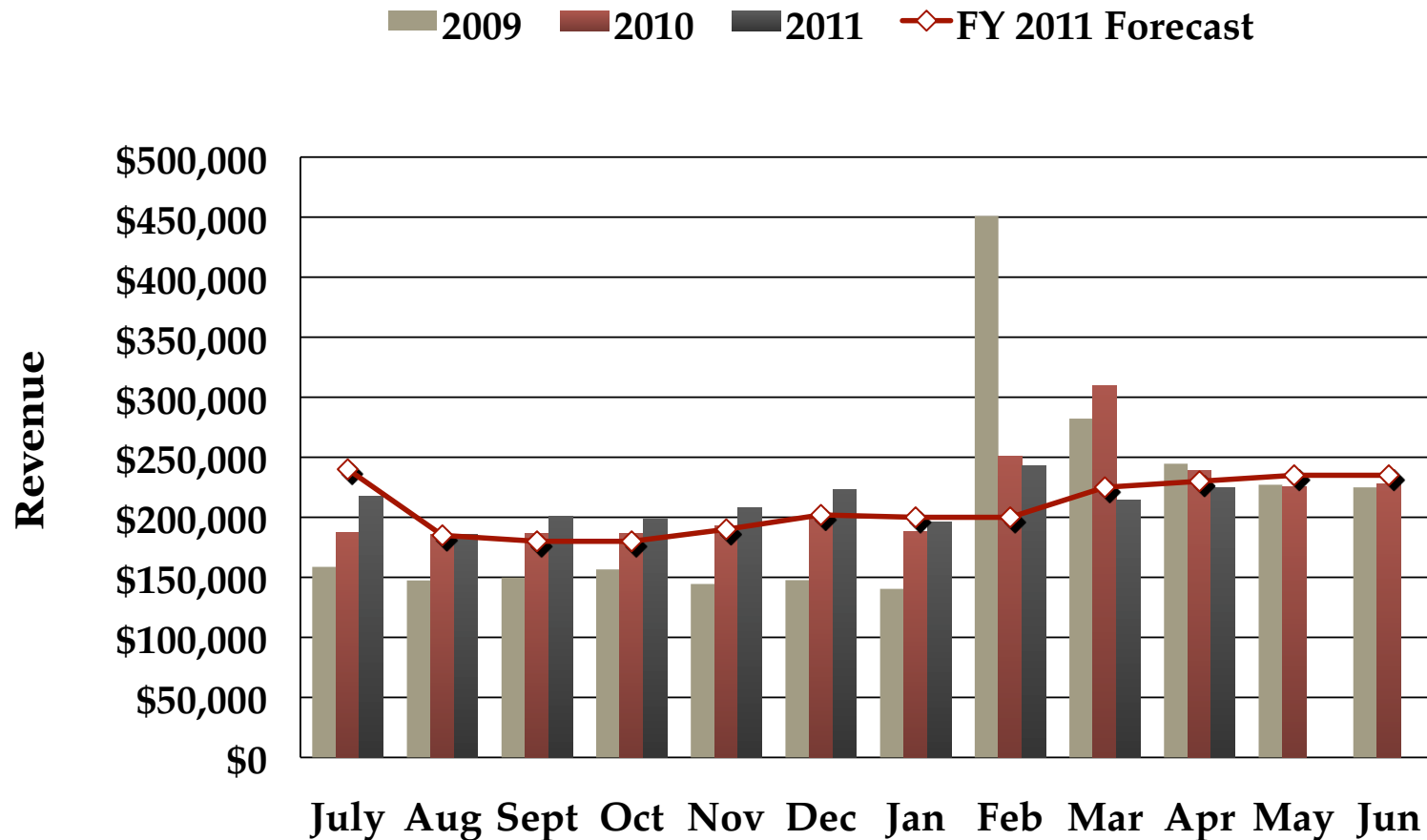


*9 parks never scheduled to be closed + 10 parks open with financial assistance.

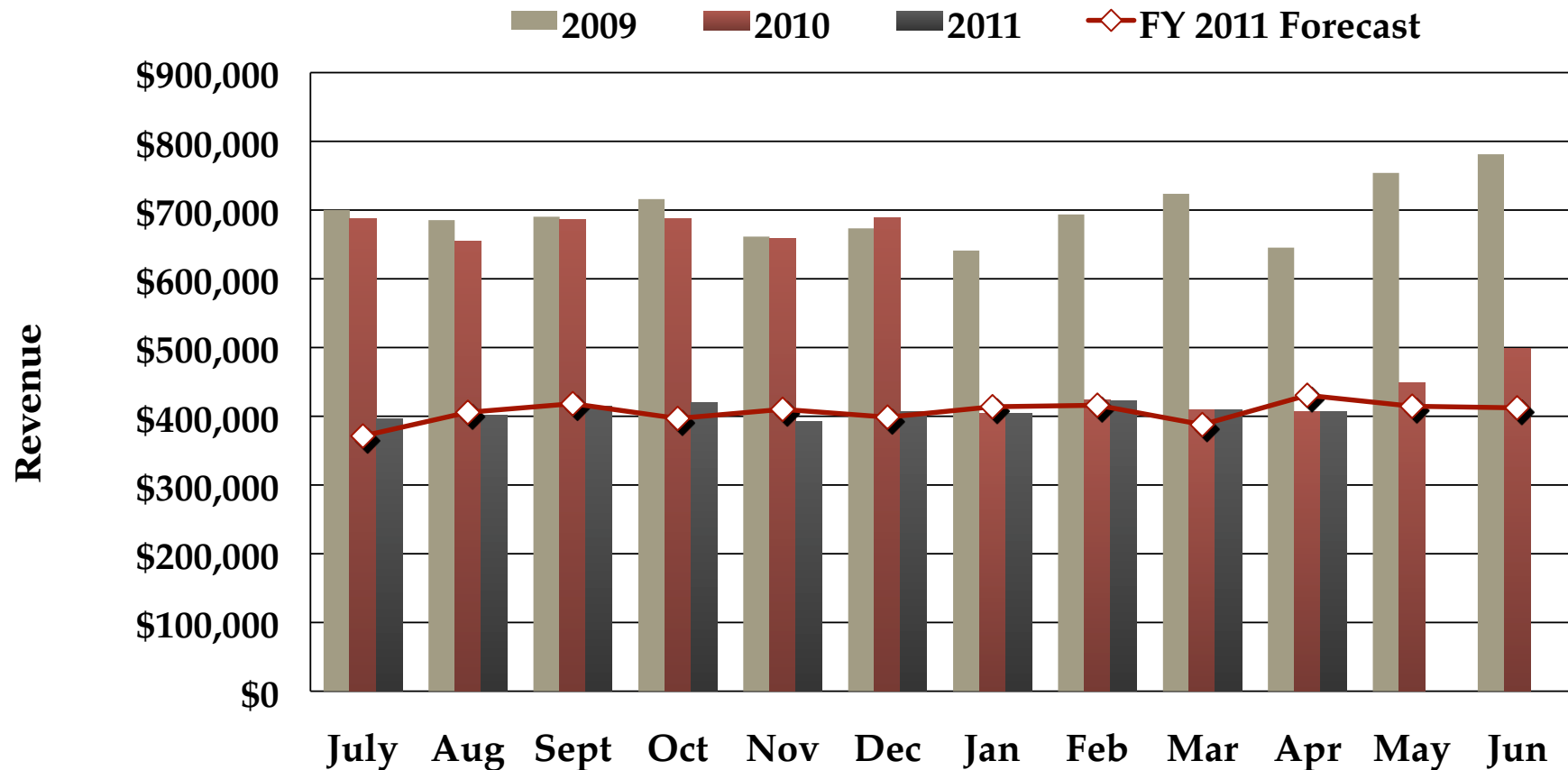
Law Enforcement Boating Safety Fund FY 2009-FY 2011 Revenue



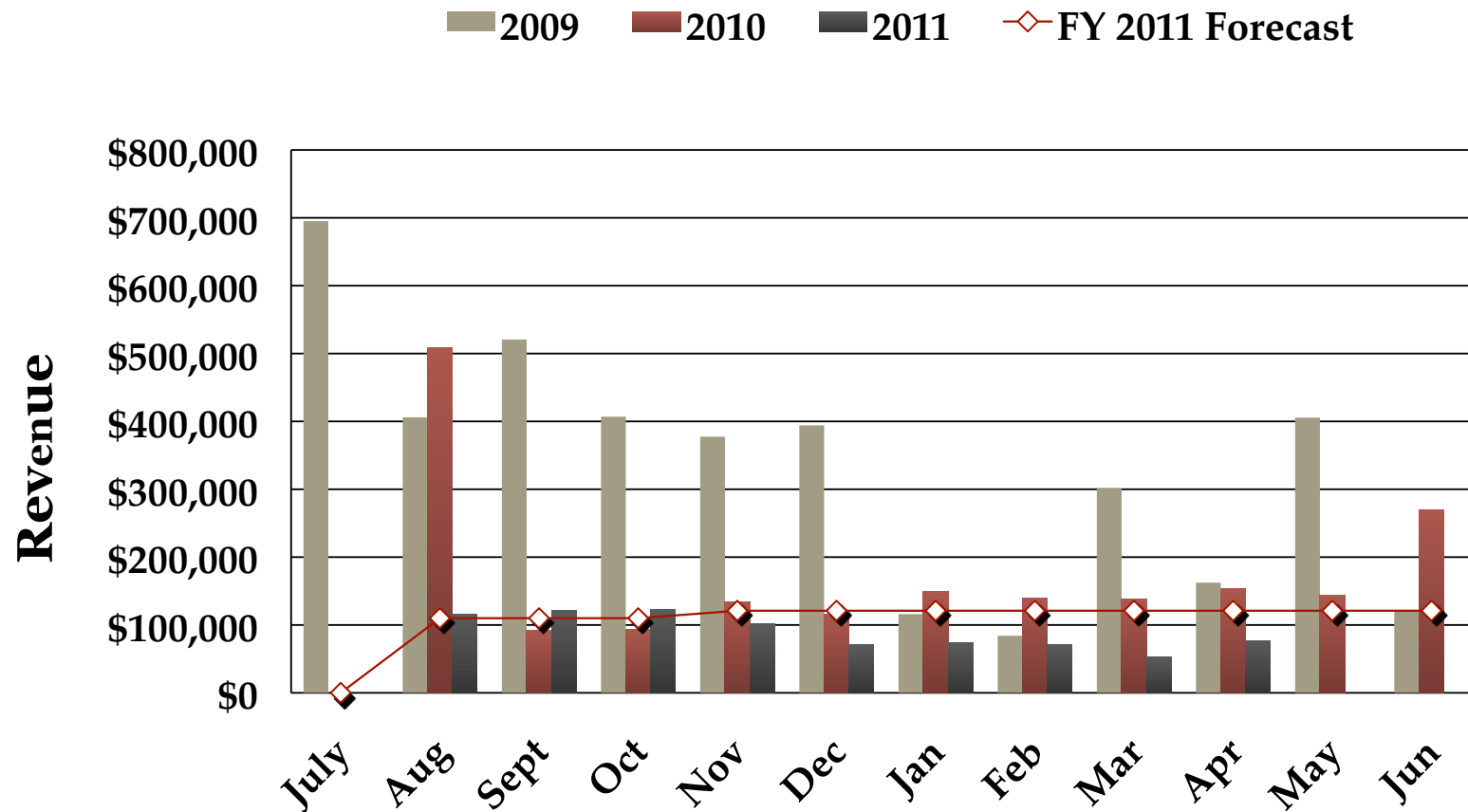
Off-Highway Vehicle Recreation Fund FY 2009 - FY 2011 Revenue



State Lake Improvement Fund FY 2009 - FY 2011 Revenue



All Funds Interest Earnings FY 2009 - FY 2011 Revenue



Request for Information

I.2.

Summary of Interview Responses

- ASP Staff telephonically interviewed six RFI respondents on April 14 and 15, 2011
- Collected additional information
- Summarized common and unique responses

Request for Information

What Are the Goals for Arizona State Parks?

- Reduce net costs/Increase net revenues
- Keep parks open and operating
- Protect natural and cultural resources

Request for Information

Summary of Interview Responses

- All respondents expressed interest in opportunity to bid on RFPs
- Almost all expressed interest in longer contracts
 - °Spreads out risk and allows recovery of investments
- Almost all were willing to consider bundling if financially viable
- Interest varied from whole park / multi-park operation to service / amenities contracts

Request for Information

What would be an ideal RFP?

RFP has to make financial sense to the private operator

- ASP should identify its specific needs
- Operation of small/historic parks would be considered if financially viable

Bundling of Operations at Parks

- Must be financially viable
- Bundling geographically
- Bundling would result in less revenue to ASP

Request for Information

Natural and cultural resource protection

- Responsibility of ASP to develop a management plan and monitor the resource
- Private operator develops a plan, coordinates with ASP

Deferred maintenance/infrastructure needs

- Maintenance issues documented/prioritized at the outset
- Dependent on length of contract
- Maintenance reserves/fee off-sets out of gross revenues or franchise / lease fees or ASP gets percentage of gross revenues

Request for Information

Would there be a minimum length of contract?

- Range of contract lengths
 - 1-year minimum to 25-year maximum
 - shorter contracts helps companies obtain financing
 - longer contracts save both parties money
- Ability to renew is important

Would private entities be interested in service contracts while ASP maintains operational management?

- Some respondents only interested in the operation of whole parks/ multiple parks
- Others would consider if financially viable

Request for Information

How would a public-private partnership contribute to the maintenance of existing community support and build support in the future?

Responses varied:

- Private industries are not accountable to the communities
- Company would be very engaged with communities
- ASP retains role as community liaison

Request for Information

Next steps...

- Determine the minimum unavoidable costs of parks and services
- Continued discussions with BLM, USFS regarding existing land restrictions
- Finding solutions to work with private sector to meet Parks Board goals

Update on Commission on Privatization and Efficiency (COPE) Report

Originally scheduled for release
at the end of December 2010

Not released yet

Operations Status Update

Parks Open to Public (Never scheduled to close)

- 1) Buckskin Mountain State Park
- 2) Catalina State Park
- 3) Cattail Cove State Park
- 4) Dead Horse Ranch State Park
- 5) Fool Hollow Lake State Park
- 6) Kartchner Caverns State Park
- 7) Lake Havasu State Park
- 8) Patagonia Lake State Park
- 9) Slide Rock State Park

Parks Operated by Arizona State Parks Staff through Partnership Support

- 1) Alamo Lake State Park
- 2) Fort Verde State Historic Park
- 3) Homolovi Ruins State Park
- 4) Jerome State Historic Park
- 5) Lost Dutchman State Park
- 6) Picacho Peak State Park
(closing on May 16 & reopening on Sept. 15)
- 7) Red Rock State Park
- 8) Riordan Mansion State Historic Park
- 9) Roper Lake State Park
- 10) Tonto Natural Bridge State Park

Parks Operated by Partners Without Arizona State Parks Staff

- 1) Boyce Thompson Arboretum State Park
- 2) McFarland State Historic Park
- 3) Tombstone Courthouse State Historic Park
- 4) Tubac Presidio State Historic Park
- 5) Yuma Prison State Historic Park
- 6) Yuma Quartermaster Depot State Historic Park

Parks Closed to the Public

- 1) Lyman Lake State Park - Re-opens

June 17, 2011 to Oct.17, 2011

- 2) Oracle State Park

- 3) San Rafael State Natural Area

Construction Update

I.5.

Lost Dutchman State Park



New restroom building

New maintenance building



Construction Update

Alamo Lake State Park – Launch Ramp Paving



Construction Update

Sonoita Creek Natural Area Riparian Area Fencing



Construction Update

Patagonia Lake State Park



Campground
electrification

Construction Update

River Island State Park - Restroom Building



Construction Update

Cattail Cove State Park - Shade Shelter



Sponsorship and Donation Policy Update

I.6.

Four affiliated Friends groups provided
comments on the Sponsorship Policy

Staff will create two documents:

1. Sponsorship Policies
2. Sponsorship Guidelines

Legislative Session Recap

I.7.

Legislature adjourned on April 20, 2011.

- 1) SB 1332 public agencies; elected officials; communications (Antenori) Agencies prohibited from using the internet to self-promote. Never scheduled for Floor action in Senate
- 2) SB 1531 state parks board; director (Melvin) Board and Executive Director serve at the pleasure of the Governor
Never heard in committee
- 3) SB 1612 general appropriations 2011-2012 (Biggs) In FY 2011, sweeps additional \$1.5 million. In FY 2012, increases spending authority in Enhancement Fund by \$1.1 million. In FY 2012, sweeps \$2.4 million from various funds. Signed by Governor Brewer ,Chapter 24

Legislative Session Recap

- 4) SB 1624 Environment Budget Reconciliation bill (Biggs) Makes necessary statutory changes to reconcile FY 2012 State budget. Transfers an additional \$250,000 from Law Enforcement Boating Safety Fund (LEBSF). Provision to privatize two parks, stripped from final bill. Signed by Governor Brewer, Chapter 36
- 5) HB 2196 state parks; privatization (Seel) Grants authority to the Board to contract with private vendors. Park land must remain public. Never heard in committee

Legislative Session Recap

- 6) HB 2227 Separate funds; donations; transfer prohibited (Fillmore) Would prohibit sweeps of any agency donations account Signed by Governor Brewer, Chapter 194.
- 7) HB 2239 State parks board; membership (Goodale) - Replaces one of the cattle industry appointees with a tourism professional. Signed by Governor Brewer, Chapter 216

Legislative Session Recap

- 8) HB 2314 Lake Improvement; Boating Safety; Funds (Jones et. al.) Transfers administration of the LEBSF from ASPB to Game & Fish Effective in FY2013. Establishes State Fee Commission. Signed by Governor Brewer, Chapter 333
- 9) HB 2394 Sustainable state parks fee; fund (Jones) Mandatory fee, established by Board, tied to vehicle license. Withdrawn from primary committee
- 10) HB 2524 S/E Re-establishment of State Parks Heritage Fund (Jones) No action in primary committee

Legislative Session Recap

Retirement Bills

- 11) HB2024 ASRS: amendments (Robson) Signed by Governor Brewer, Chapter 277
- 12) SB1609 Retirement Systems Plan Design (Yarbrough) Signed by Governor Brewer, Chapter 202

Parks Board adopted Strategic Plan in Oct. 2010 that highlighted five goals:

1. Resources
2. Visitors
3. Planning
4. Partnerships
5. Communications

Partnerships

I.9.

Arizona Highways/ASP Partnership
arizonahighways.com/stateparks.html

Arizona Highways subscriptions - 591

Donation of \$5 to Parks total: \$2955

May 2011 issue features ASP

Agency Management Performance Plan

I.10

- Plan/Evaluation - All “uncovered” employees
- Key job duties
- Strategic Plan Goals
- Unanticipated Accomplishments
- Board member to develop plan with Executive Director
- Executive Director develops plans with agency/management

BOARD ACTION ITEM

J.1.

Off-Highway Vehicle Advisory Group Issues

Including:

Staffing

Travel Reimbursement

Website Development

BOARD ACTION ITEM

J.2.

Consider Semi-Annual Membership
Solicitation for all Arizona State Parks
Appointed Advisory Committees

BOARD ACTION ITEM

J.3.

ASP Board member “contact information” to share with the Public

Mailing Address

Email Address

Phone Number

Arizona State Parks Board

May 11, 2011

